

# South African Voice Over Rates - PAY TO VIEW Television Promos

## 1 April 2016 - 31 March 2017



| <b>BASIC PROMO'S</b>                      |  |             |
|---|--|-------------|
| Definitions and Rules                     |  |             |
| <b>Standard Promo</b>                     | The script/s promotes a specific event/programme being broadcast on the Television Channel ONLY  |             |
|   | The Script promotes a generic time slot on the channel/s - Be it sport, movies, series etc ...   |             |
|   | The script MAY mention the name of a sponsor or advertiser ONLY if the name of that particular sponsor or advertiser forms part of the name of the event or programme. This does not include any script that includes any copy similar to "Proudly brought to you by ...." |             |
|   | May be used for a MAXIMUM of 4 consecutive weeks - for longer flighting periods please consult the rate for extended runs  |             |
|   | The script/s are NOT date or time specific   |             |
|   | The script/s are NOT any longer than 60"   |             |
|   | The script MAY mention the name of a sponsor or advertiser ONLY if the name of that particular sponsor or advertiser forms part of the name of the event or programme. This does not include any script that includes any copy similar to "Proudly brought to you by ...." |             |
|   | May be used for a MAXIMUM of 4 consecutive weeks - for longer flighting periods please consult the rate for extended runs  |             |
| <b>Additional Read/s</b>                  | Additional scripts recorded in the same session are charged at the "Additional Script" fee provided ALL of the above apply to that script.   |             |
| <b>Tag/s</b>                              | Applicable to Standard Promos and Branding/Imaging Theme Pieces - Must be recorded during the same session   |             |
|   | Recording of a day/month/channel CHANGE on a promo, et Wednesday, Tomorrow, Tonight, This Month, Next Month, This Week, Next Week, On Movie Magic.   |             |
|   | ONLY the change to be recorded - NOT the whole promo   |             |
|   | The original promo must be replace by the promo with the tag, eg: The promo with "This Month", may not flight at the same time as a promo with "This Week" if a tag rate has been paid   |             |
|   | Each tag/change is to be paid for SEPERATLEY and may be used for a MAXIMUM of 4 consecutive weeks from the time of the recording of the Promo it replaced, ie: recording a tag does not imply that the promo may flight for 8 consecutive weeks.                           |             |
| <b>Extended Runs</b>                      | Extended use of a Standard Promo, Branding/Imaging Theme Piece or Tag  |             |
| <b>Cancellation</b>                       | A booking cancelled with less than 24 hours notice are subject to fee of   | ZAR 890.00  |
| <b>Postponement</b>                       | Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, and the artist is available  | No Charge   |
| <b>Fees</b>                               |  |             |
| <b>PER artist PER script</b>              |  |             |
| One Script or First Script in a session   |  | ZAR1 680.00 |
| PER Additional Script in the same session |  | ZAR505.00   |
| Per Tag Per Script in the Same session    |  | ZAR320.00   |

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| <b>SPORT BROADCAST SPONSORED PROMO</b>   |  |             |
|--|--|-------------|
| Definitions and Rules  |  |             |
| Is a promo giving date and time of an event/programme BUT has the name of the sponsor on the end of the promo eg:: Watch the Cricket on Sunday at 14h00 proudly brought to you by Toyota   |  |             |
| TAGS on SPONSORED PROMO to be paid at the TAG rate provided that they are recorded in the SAME session and are for the SAME sponsor as the promo AND that they meet the ALL the criteria of a TAG definition   |  |             |
| Any STANDARD promo's recorded in the same session also to be treated separately, EG: 1 x Sponsored promo - sponsored promo rate to be paid PLUS 1 x Standard promo First read script to be paid, then any additional Standard promo script to be treated as additional scripts |  |             |
| May be used for a MAXIMUM of 4 consecutive weeks - for longer flighting periods please consult the rate for extended runs  |  |             |
| <b>Additional Read/s</b>   | Additional scripts recorded in the same session are charged at the "Additional Script" fee provided ALL of the above apply to that script.   |             |
| <b>Tag/s</b>   | Applicable to Standard Promos and Branding/Imaging Theme Pieces - Must be recorded during the same session   |             |
|  | Recording of a day/month/channel CHANGE on a promo, et Wednesday, Tomorrow, Tonight, This Month, Next Month, This Week, Next Week ...  |             |
|  | ONLY the change to be recorded - NOT the whole promo   |             |
|  | The original promo must be replace by the promo with the tag, eg: The promo with "This Month", may not flight at the same time as a promo with "This Week" if a tag rate has been paid   |             |
|  | Each tag/change is to be paid for SEPERATLEY and may be used for a MAXIMUM of 4 consecutive weeks from the time of the recording of the Promo it replaced, ie: recording a tag does not imply that the promo may flight for 8 consecutive weeks. |             |
| <b>Extended Runs</b>   | Extended use of a Standard Promo, Branding/Imaging Theme Piece or Tag  |             |
| <b>Cancellation</b>  | A booking cancelled with less than 24 hours notice are subject to fee of   | ZAR 890.00  |
| <b>Postponement</b>  | confirmed date, time and venue, and the artist is available  | No Charge   |
| <b>Fees</b>  |  |             |
| <b>PER artist PER script</b>   |  |             |
| One Script   |  | ZAR1 895.00 |
| PER Additional Sponsored Script in the same session  |  | ZAR1 895.00 |
| Per Tag Per Script in the Same session   |  | ZAR320.00   |

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| <b>WATCH and WIN SPONSOR LINKED PROMO</b>  |  |             |
|--|--|-------------|
| <b>Definitions and Rules</b>   |  |             |
| Encourages viewers to watch a specific episode or programme on that channel, answer a question on screen and SMS their answer for a chance to win something (this is the sponsor link) |  |             |
| May be used for a MAXIMUM of 4 consecutive weeks on ONE specific channel   |  |             |
| Flighting of the promo on any additional channels to be paid per channel at the Extend Run Rate  |  |             |
| <b>Extended Runs</b>   | Extended use of a Standard Promo, Branding/Imaging Theme Piece or Tag    |             |
| <b>Cancellation</b>  | A booking cancelled with less than 24 hours notice are subject to fee of | ZAR 890.00  |
| <b>Postponement</b>  | confirmed date, time and venue, and the artist is available              | No Charge   |
| <b>Fees</b>  |  |             |
| <b>PER artist PER script</b>   |  |             |
| Recording Fee PER Script   |  | ZAR1 915.00 |
| Use of the promo on the Broadcasters website at EXACTLY the same time it's flighting on the channel it was recorded for  |  | ZAR415.00   |

| <b>SCREEN SAVERS</b>  |           |
|---|-----------|
| Generic visual driven filler (upto 3 minutes in length) to fill unsold airtime (uses 1 x line of voice @ beginning) |           |
| PER Month PER Promo   | ZAR415.00 |

| <b>BROADCASTER EVENT SPONSORSHIP</b>   |  |            |
|--|--|------------|
| <b>Definitions and Rules</b>   |  |            |
| Promotes an Event that is NOT being flighted (ie Broadcast) on the Television Station                        |  |            |
| Is flighted or Broadcast on ONE channel available on the Television Station                                  |  |            |
| Usage to be paid PER Event, change of date or time is considered a FULL second sponsorship tags do not apply |  |            |
| <b>Cancellation</b>  | A booking cancelled with less than 24 hours notice are subject to fee of | ZAR 890.00 |
| <b>Postponement</b>  | confirmed date, time and venue, and the artist is available              | No Charge  |
| <b>Fees</b>  |  |            |
| <b>PER artist PER script</b>   |  |            |
| Recording Fee PER Script   |  | ZAR890.00  |
| Usage Fee PER Script   | 75% of the applicable Standard South African Commercial Television Usage |            |

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| <b>GENERIC/TECHNICAL PROMOS</b>  |   |             |
|--|---|-------------|
| <b>Definitions and Rules</b>   |   |             |
| Communication, generic, seasonal or new technical information eg: Rain Fade, solar outage, time shift, TS6, software download, re-scan, channel launches, decoder features etc ... |   |             |
| Cancellation   | A booking cancelled with less than 24 hours notice are subject to fee of  | ZAR 890.00  |
| Postponement   | Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, and the artist is available | No Charge   |
| <b>Fees</b>  |   |             |
| <b>PER artist PER script</b>   |   |             |
|  | Upto 3 months usage   | ZAR2 000.00 |
|  | Upto 6 months usage   | ZAR2 755.00 |
|  | Upto 12 months usage  | ZAR3 805.00 |

| <b>EXTENDED RUNS</b>             |           |
|----------------------------------|-----------|
| Extended use of a standard promo |           |
| PER Month PER Promo              | ZAR390.00 |

| <b>SUBSCRIBER COMPETITIONS SPECIAL OFFERS</b>   |                              |      |             |                           |
|---|------------------------------|------|-------------|---------------------------|
| <b>Definitions and Rules</b>  |                              |      |             |                           |
| Product competitions or Promotions for the Television Channel subscribers ONLY, NOT to be used for longer than 2 consecutive months |                              |      |             |                           |
| ZAR2 765.00   | for upto 2 recorded minutes, | PLUS | ZAR1 105.00 | if longer then 2 minutes. |
| 2nd Read WITHOUT specific channel branding of IDENTICAL promo R515  |                              |      |             |                           |

| <b>Use of NON sponsored Promo on the Broadcasters Website ONLY (not Social Media)</b>   |
|---|
| No additional charge as long as the promo is used DURING the SAME time period as it is flighted on the channel - <b>NO EXCEPTIONS</b><br><b>Should the agent not be notified a penalty fee of R1040 will be charged</b> |
| Should the promo be used in any other manner or on any other medium an additional <b>R415 PER</b> promo PER month becomes payable   |

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| <b>HIGHLIGHT PACKAGE</b>  |   |             |
|---|---|-------------|
| <b>Definitions and Rules</b>  |   |             |
| A Monthly Themed Highlight Promo, promoting between 3 and 7 programmes per promo - often has a cut down version |   |             |
| Cancellation  | A booking cancelled with less than 24 hours notice are subject to fee of  | ZAR 890.00  |
| Postponement  | Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, and the artist is available | No Charge   |
| <b>Fees</b>   |   |             |
| <b>PER artist PER script</b>  |   |             |
| One Script/First Script   |   | ZAR1 640.00 |
| Cut downs PER SCRIPT (same job and in same session as first script)   |   | ZAR500.00   |
| Additional Highlight packages recorded in the same session  |   |             |
| PER script  |   | ZAR895.00   |
| Cut downs PER SCRIPT (same job and in same session as first script)   |   | ZAR500.00   |
| <b>Important</b>  |   |             |
| EACH Highlight PACKAGE to be calculated <b>SEPARATELY</b> after the initial recording                           |   |             |
| EG:   | 1st Highlight Package (including 1 x cut down)  | ZAR2 140.00 |
|   | 2nd Highlight Package (including 1 x cut down)  | ZAR3 040.00 |
|   | 3rd Highlight Package (including 1 x cut down)  | ZAR3 940.00 |
| ..... and so for EACH package recorded in the <b>SAME</b> session   |   |             |